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Review

P. COUSINS, Norman

Saturday Review's New Owners Taking Over With April 15 Issue

By HERBERT MITGANG

The new guard is taking over at Saturday Review, the 54-year-old magazine that started life as the Saturday Review of Literature and now covers a variety of issues and the arts including, secondarily, the world of books.

Beginning with the April 15 issue the editor will be Carl Tucker, 26, and a group of young associates, including his wife, Diane Straus Tucker, vice president, also 26 and also from Yale, and James Broadwater, 32, publisher, formerly of Texas Monthly.

Mr. Tucker is replacing Norman Cousins, who has been editor since 1940. But Cousins, who is 62, will still be at his familiar watchtower with his essays signed "N. C." Under a contract that has five years to run, Mr. Cousins becomes chairman of the editorial board. In the new issue his name appears above Mr. Tucker's on the masthead.

Medical Connections

In addition, Mr. Cousins will take on two new jobs. On June 1 he will join the faculty of the medical school of the University of California at Los Angeles, teaching and running seminars in literature and philosophy. He will also join a task force on medical ethics at the College of Physicians and Surgeons of Columbia University, where his duties will include being advisory editor to the medical quarterly *Man and Medicine*.

Mr. Cousins's medical affiliations partly grew out of an article, "Anatomy of an Illness, as Perceived by the Patient," published in *The New England Journal of Medicine* of December 1976. The article reported his recovery from a supposedly irreversible illness. In 1964 he had fallen ill with what was called a "serious collagen disease" (collagen is the protein in connective tissue and bones).

The article stressed the need for "creative" techniques to make the patient a full partner in his treatment.

Magazine Sold in 1977

Mr. Tucker and a group of associates, including family members, acquired Saturday Review in March 1977. His parents founded The Patent Trader, a newspaper in Mount Kisco, N.Y., and his wife's parents, Mr. and Mrs. R. Peter Straus, of Straus Communications, which owns radio station WMCA, helped negotiate the sale of Saturday Review. Mr. Straus is now director of the Voice of America.

In the five years since his graduation from Yale, Mr. Tucker has been a theater critic and a writer for the Voice of America.

a freelance writer for national magazines. At Saturday Review he has written a regular editorial column called "The Back Door."

At a luncheon yesterday in the Hotel Pierre, celebrating the change of command and the refurbished April 15 issue, the old and new editors exchanged compliments and spoke of the magazine's future, with a circulation of 525,000, before several hundred advertisers, ad agency representatives, friends and contributors.

Mr. Tucker described his yearlong tenure with Mr. Cousins as "a great joy and a learning experience." Mr. Cousins recalled that he was 25 when he assumed the editorship, and he praised his successor for "his vitality and depth of commitment."

Mr. Cousins said: "I'm grateful to you for attending to the Saturday Review. You're embarked on a course that's good for the magazine and good for the country."

In describing the biweekly magazine's readership, Mr. Broadwater, its publisher, called the subscribers "the smart set," saying that two-thirds were college graduates. (The Smart Set was also the name of a magazine edited by H. L. Mencken and George Jean Nathan from 1914 to 1923.)

The new Saturday Review format includes a monthly column by Anthony Burgess, the novelist, called "Notes From the Blue Coast." There is a movie column by Arthur Schlesinger Jr., the historian, and columns by such regulars as Horace Sutton on travel, Irving Kolodin on music, William Cole on books ("Trade Winds") and humor by Goodman Ace.

In the opening pages of the first issue under Mr. Tucker's editorship, the new editor writes: "Saturday Review seeks to report fairly, not from any particular political bias but from the viewpoint of a concerned, rational bystander; and though we eventually take a stand (as any responsible citizen or magazine must), it is not without recognizing that there may be a variety of viewpoints."

"We believe that freedom is the most fertile soil for spiritual and intellectual growth and that democracy and humanistic capitalism, for all their limitations, are the surest known guarantors of freedom."

National issues and currents occupy the first third of the magazine. For old Saturday Review readers who recall the words "of Literature" in the magazine's original name, there is little indication of any renewed emphasis on books. Book reviews begin on page 66 of the 104-page issue.

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